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CONSUMER TIME

THE NEW YEAR AND GOOD NUTRITION

NETWORK: NBC DATE: December 29, 1945
ORIGIN: WRC TIME: 12:15-12:30 P.M. EWT

SOUND: CASH REGISTER RINGS TWICE MONEY IN TILL

JOHN: It's CONSUMER TIME!

SOUND: CASH REGISTER CLOSE DRAWER

ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.

Today ... our story has to do with Nutrition and you in the year 1946!!!

5. SOUND: TYPEWRITER ... FITFUL TYPING

6. GIRL: (SLOWLY, TO HERSELF, AS SHE TYPES) I hereby resolve ... in the year 1946 ... to do a good deed for somebody every day. I hereby resolve not to eat more than three chocolate creams between meals. I also resolve this coming year not to lose my temper with my boss, Mr. Elwyn

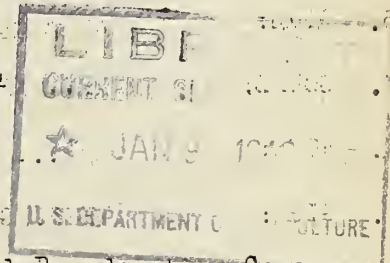
7. BOSS: (SHORTING PROJECTION) Miss Candy ... are those letters done yet?

8. GIRL: Sir?

9. BOSS: (ANGRY) I said have you finished those letter I gave you!
(COMING IN) You've been one hour and a half What this!!!

10. SOUND: PAPER RIPPED FROM MACHINE

11. GIRL: Oh, now, Mr. Elwyn that's mine. Those are my New Years resolutions.....



13. GIRL: Please give that back to me that's mine
14. BOSS: (READS ON) "I hereby resolve not to eat more than three chocolate creams....(HE LAUGHS) three chocolate creams between meals..... "
15. GIRL: How dare you read my New Years resolutions....Give them to me ...
16. SOUND: PAPER BEING SNATCHED AND CRUMPLED
17. BOSS: Why ... Miss Candy such a display of temper!!!!
18. GIRL: (WEEPING) How could you be so mean to me....Always making fun of what I do I hate this terrible old office, and I quit!!
That's what I do . . . I quit ...(FADE)
19. PAUSE
20. SOUND: CAFETERIA CLATTER DISHES, ETC.
21. GIRL TWO: And then what'd the old bear say
22. GIRL: Oh he started to read my New Years resolutions.... Stood right there in the middle of the floor and read them out loud....
23. GIRL TWO: Gosh ... didn't you burn up! Look, they got pretty salads here in the cafeteria today
24. GIRL: Personally ... I don't want any of that rabbit food....
25. GIRL TWO: I suppose you're going to settle for a hot dog and a cup of coffee again today ...
26. GIRL: That's enough for me. But wouldn't it get you, though
He was just about to read the resolution about how I wouldn't lose my temper with him any more....
27. GIRL TWO: And then you grabbed the paper....

28. GIRL: I sure did. Di you ever know such a mean old grouch as:
Mr. Elwyn?
29. GIRL TWO: Are you really gonna quit?
30. GIRL: I sure feel like it.
31. GIRL TWO: Look; they have ice cream here today.. How about some?
32. GIRL: I gotta think of my figure, don't forget.
33. GIRL TWO: Oh, ice cream won't hurt your figure.... I get so hungry all
afternoon if I don't eat a big lunch.... (WHISPER) Don't look
now, Candy, but here comes the old pain in the neck now...
34. GIRL: Mr. Elwyn?
35. GIRL TWO: Sure
36. GIRL: I'll bet he'll want to sit wuth us, to give me a lecture, too!
Let's hurry through this line and try to get a table for just
two... Hurry up, Mable!
37. SLIGHT PAUSE.
38. BOSS: (FADES IN) (HEARTILY) Hello, hello, you two! Mind if I
join you???
39. GIRL: (HESITANT) Why -- why, no sir, Mr. Elwyn.
40. BOSS: I'll just pull up a chair here.... Hope I don't crowd you
too much!
41. GIRL TWO: Oh, no indeed.... sit down....
42. BOSS: (VERY HEART) Well.... fine lunch they have here in the
cafeteria. Fine lunch! Inexpensive, too!! Yessir....
it's a good little place to eat.
43. GIRL: Oh, yes, we like it well enough....
44. GIRL TWO: I mean they do have a nice selection....
45. BOSS: Yes indeed (BREATH PAUSE) Why, Miss Candy!

46. GIRL: (STARTLED) Yes Sir???
47. BOSS: Do you call that lunch???
48. GIRL: (WAIL) There you go again.... picking on me....
49. BOSS: (QUICKLY) Now wait a minute, wait a minute, just hold on there
Miss Candy, please don't start that again Don't start
THAT Again.....
50. GIRL: What's... what's wrong with this lunch...
51. BOSS: One cup of black coffee...one little hot dog that's mostly
...mustard....
52. GIRL: But if I like a lunch like this....
53. GIRL TWO: Mr. Elwyn, if that's the way she wants to eat lunch
you can't ...
54. BOSS: I can't ... I can't what? I can't suggest to my own secretary
that I think she could eat a better lunch! Miss Candy?
55. GIRL: Yes.
56. BOSS: Do you know the name of the firm we work for ... you and I?
57. GIRL: The name of our firm???
58. BOSS: Yes. The name.
59. GIRL: Why.... The Amalgamated Twin Steam Boiler Company Incorporated
of New Jersey, sir.
60. BOSS: Right. Do you know what we manufacture?
61. GIRL: Tw -- twin steam boilers, I guess, Mr. Elwyn.
62. BOSS: Exactly. Now I want to tell you, Miss Candy, that in our
factory over in New Jersey we have several hundred men and
women working. In that factory we have a cafeteria. In that
cafeteria, these workers get three meals a day.
63. GIRL: Yes sir.

64. BOSS: That's called in-plant feeding. On-the-job feeding....
65. GIRL: I see
66. BOSS: Now these hard-working men and women select big hearty meals, because if they didn't they wouldn't be able to make twin boilers.
67. GIRL: I know ... but I
68. BOSS: If these hard-working men and women ate nothing but a little black coffee and a dab of this or that for lunch, there wouldn't be any Amalgamated Twin Steam Boiler Company Incorporated of New Jersey at all... and you, Miss Candy ... wouldn't even have a job.
69. GIRL: (IMPRESSED) My, that's terrible, Mr. Elwyn....
70. GIRL TWO: But I still don't see what that's got to do with whether or not Candy wants to eat lunch herself....She doesn't make boilers..1.
71. BOSS: No she doesn't. But she types letters....
72. GIRL: If you say I type letters as though I were making boilers, I'll..
73. BOSS: No no no no ... I don't say that at all. I simply say ... that if you're going to do a good job....any time, any where ... you have to eat, and you have to eat right! Now, my dear ... the matter of this third New Years resolution of yours.
74. GIRL: (TO GIRL TWO) Look, Mable, he brought the paper I was typing...
75. GIRL TWO: Looks like it had been crumpled up in the wastebasket....
76. GIRL: It was....
77. BOSS: Now about this third resolution: "I also resolve this coming year not to lose my temper with my boss, Mr. Elwyn...."
78. GIRL: Here it comes, Mable.....
79. BOSS: You know, my dear, that's quite a noble resolution....
80. GIRL: (MEEKLY) I didn't ... I didn't mean

81. BOSS: Now it's quite all right, I understand. But you don't have to make a resolution like that. You don't have to make a resolution about not eating rich candy between meals. You don't even have to resolve to do a good deed every day.
82. GIRL: I don't?
83. BOSS: Indeed you don't. All you have to do is....well, Miss Candy, right after lunch, we'll go back to the office.... and figure out an entirely different set ... of New Years' resolutions!!!
84. PAUSE
85. SOUND: TYPEWRITER...HESITATINGLY...AS BEFORE.
86. BOSS: Got that now? Got that?
87. GIRL: (READING) Number one. I will eat a good breakfast every morning.
88. BOSS: Right. Now what did I say a good breakfast consists of?
89. GIRL: You said...fruit: orange juice or grapefruit maybe.
90. BOSS: Yes.
91. GIRL: And cereal, or buttered toast.... and eggs.
92. BOSS: And milk....
93. GIRL: And coffee. Tell me, Mr. Elwyn...
94. BOSS: Yes?
95. GIRL: How did you know so much about this kind of thing. I mean about vitamins and good breakfasts and so on...
96. BOSS: (WITH A SLIGHT SIGH) It's more... ah...Mrs. Elwyn, my dear Miss Candy. A very dominating woman...very dominating indeed. She... ah....you might say ... has raised Cain with me over a period of quite some years, about what I eat

97. GIRL: Oh I see ...!
98. BOSS: And what I don't eat.
99. GIRL: Oh
100. BOSS: Until I know it all quite by heart.
101. GIRL: Is that it.
102. BOSS: (QUICKLY) But ... it's been a fine thing... Don't get me wrong.... a very fine thing indeed. I'm a strong, healthy man ... because of it.
103. GIRL: You do have a lot of energy, Mr. Elwyn...
104. BOSS: There have been times...yes, there have been time, Miss Candy when ... well, once I tried to slip out the back door one morning, because I thought I couldn't face one more egg at breakfast....
105. GIRL: I know how you feel.
106. BOSS: But Mrs. Elwyn.... a very determined woman indeed ... had dragged the dog kennel across the back door so I couldn't get out. I had to turn back and eat breakfast.
107. GIRL: The dog house...
108. BOSS: I took it as a sort of symbolism. (NEW VOICE) Well, well, now, to get on, Miss Candy, with our new years resolutions.
109. GIRL: All set, sir.
110. SOUND: TYPING INTERMITTANT BEHIND.
111. BOSS: Lunch, I hereby resolve, in 1946, to eat a balanced, nutritious midday meal.
112. GIRL: ... Nutritious.... midday ... meal,...OK.
113. BOSS: That would include.... perhaps a salad ... a vegetable ... a glass of milk, of course; bread and butter....Maybe meat or fish.

114. GIRL: All that! There goes my figure!
115. BOSS: You don't have to eat a lot of everything....If you're doing strenuous work, naturally you should eat more for lunch. But the point is.... to be sure you eat an adequate amount of certain basic foods.... every single day.
116. SOUND: TYPEWRITER UNDER
117. GIRL: (OVER TYPING) Wait, let me put this down.
118. BOSS: Milk, for instance... You should have at least three glasses of milk a day, or its equivalent in cheese and ice cream, etc. Milk is one of the most important foods there are.
119. GIRL: You certainly have learned plenty, Mr. Elwyn.
120. BOSS: Well...anybody ought to know what I'm saying now. You should have at least one serving of meat or fish every day. For vitamins and minerals, and proteins. Then of course bread whole grain or enriched bread.... and cereal.
121. GIRL: All right.
122. BOSS: And that's important. Now another thing that you must resolve to eat every day in 1946, Miss Candy, is a green or yellow vegetable. Can you name off three yellow vegetables in a hurry..
123. GIRL: Squash... and pumpkin... and
124. BOSS: Carrots.
125. GIRL: They're orange.
126. BOSS: They're yellow for our purposes. Now in addition to green and yellow vegetables... you should eat at least one serving of another vegetable ... potatoes... for instance. They're cheap, and they give you plenty of energy.
127. GIRL: Won't they make me fat? ...

128. BOSS: No! It's what goes on them that's usually fattening.
129. GIRL: All right, what's next?
130. BOSS: Fresh fruit. For vitamin C. You can't accumulate that Vitamin, so that's why you have to eat fruit every day. Now for instance, they say that half a grapefruit will give your day's requirement of Vitamin C. Or a large glass of orange juice.
131. GIRL: So what I didn't eat at breakfast and lunch, I should watch out that I make it up at dinner.
132. BOSS: Yes. But you should balance these foods throughout the day... That's part of what Mrs. Elwyn.... calls a balanced diet, I guess.
133. SOUND: TYPEWRITER UNDER
134. GIRL: That's good....I'll put that down.
135. BOSS: Now let's see.... I've dictated a typical breakfast for you, Miss Candy. And the kind of lunch you ought to have.
136. GIRL: Yes, now what about dinner...
137. BOSS: Well... when I get home tonight, my wife will probably have baked potatoes for dinner. And pork chops. Maybe string beans, and a mixed vegetable salad. Bread and butter, or margarine, of course...maybe whole wheat biscuits, if the girls didn't play bridge all afternoon. Probably home canned peaches for dessert. That's a typical dinner in our house.
138. GIRL: It sounds good.
139. BOSS: It is good. I used to get a little talk on vitamins thrown in. But I learned fast.
140. GIRL: You did?

141. BOSS: Yep, And now I'm the ornery kind of husband who never fails to tell her when I think she's left something out of the diet.
142. GIRL: (SWEETLY) I'm sure you are, Mr. Elwyn. Now would you tell me this. You said that some of the best foods to get vitamin A out of ... are carrots, and liver and broccoli. And that there's plenty of Vitamin C in grapefruit and oranges and tomatoes....
143. BOSS: Yes ...
144. GIRL: Now I've always heard so much about Vitamin B-1. That it's so good for just plain feeling healthy and full of pep. What do you eat to get that?
145. BOSS: Well there's a lot of Vitamin B-1 in fresh pork, and dried peas, and beans. And milk, and whole wheat bread ...
146. GIRL: I think I could manage to eat some of them from time to time.
147. BOSS: I think you could too.
148. GIRL: Gosh, do you suppose I can really keep a set of resolutions like this?
149. BOSS: There's nothing tough about 'em, Miss Candy. It's actually pleasant to eat good food.... you ought to try it. You might even get rid of those bags under your eyes.
150. GIRL: (WAIL) Now Mr. Elwyn, there you go again and you promised....
151. BOSS: (OVER HER) Now now now now, Miss Candy, please don't start that again ... (FADING) No no no I didn't mean it, ETC OUT.
152. SLIGHT PAUSE
153. SOUND: CAFETERIA NOISES AS BEFORE

154. GIRL TWO: Gee, Candy what's come over you that you have to look at a sheet of paper before you pick out somethin' to eat.
155. GIRL: Don't bother, me, Mable.
156. GIRL TWO: You on a diet or something?
157. GIRL: Hmmm... now let's see, if I get a vegetable plate... and two slices of rye bread, that ought to be
158. GIRL TWO: Hey, you're holding up the line, Candy; people are gettin' mad..
159. GIRL: Don't bother me! Now... That's it. The perfect lunch.
160. GIRL TWO: I think you're losing your mind, Candy.
161. GIRL: Come on, let's get a table...(SLIGHT FADE)
162. GIRL TWO: (FADE IN) Come on, Candy, give. What's the secret. And what's on the paper?
163. GIRL: Resolutions.
164. GIRL TWO: New Year's?
165. GIRL: Sure. Remember the day that old... I mean the day Mr. Elwyn came and sat down with us at lunch?
166. GIRL TWO: Yep.
167. GIRL: And he got so mean about what I was eating?
168. GIRL TWO: I remember.
169. GIRL: Well, when we got back to the office he spent practically the rest of the day dictating New Year's resolutions for me. I had to take 'em down. He said if I'd just keep these, I wouldn't need any others.
170. GIRL TWO: Let me see 'em.
171. GIRL: Here they are.
172. GIRL TWO: Gee whiz, he didn't give you much, did he.
173. GIRL: A whole page full.

174. GIRL TWO: And you mean you're keeping them?? "I will eat a good breakfast every day. I will eat a nourishing lunch. I will eat a good dinner. I will eat every day some fresh fruit, at least one egg, at least three glasses of milk, or ice cream or cheese; a serving of green or yellow vegetables...good gracious, Candy.
175. GIRL: Go on...finish it....
176. GIRL TWO: At least one potato.... a serving of meat or fish...cereal for breakfast....You sure ought to be healthy after that.
177. GIRL: The rest of that typing is about vitamins and iron and calories and so forth, so I can tell what I'm getting out of the food I eat.
178. GIRL TWO: I never saw such a change in anybody, Candy!
179. GIRL: It's worth a try, isn't it? Besides, Mr. Elwyn sure is nicer to me.
180. GIRL TWO: Probably because you're nicer to him.
181. GIRL: Probably. We'll see how long it lasts! Here Mable, pour yourself a glass of milk.....and here's to a
182. BOTH TOGETHER: Happy New Year.!!!
183. PAUSE
184. JOHN: Be with us next week, when CONSUMER TIME tells the story of citrus fruits...oranges, grapefruit, lemons, lime.... particularly plentiful this time of year ... and mighty good to eat. In the meantime, friends...do plan to start 1946 right... with a resolution to eat good food... a balanced, healthful diet... for success and happiness, throughout the New Year! Be with us next week, for another edition of

185. SOUND: CASH REGISTER
186. ANNCR. CONSUMER TIME
187. SOUND: CASH REGISTER ... CLOSE DRAWER
188. ANNCR. CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This is the National Broadcasting Company.

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